

## Message Text

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54

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 104758

R 021845Z AUG 76

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 1770

INFO AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY MEXICO

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY TEGUCIGALPA

AMCONSUL BELIZE

USDOC WASHDC

UNCLAS SAN SALVADOR 3501

E.O. 11652: N/A

TAGS: ECON, ES

SUBJECT: CENTRAL AMERICAN E/C OFFICERS CONFERENCE

1. EMBASSY SAN SALVADOR PROPOSES TO HOST NEXT SEMI-ANNUAL CENTRAL AMERICAN ECONOMIC/COMMERCIAL OFFICERS CONFERENCE DURING OPENING WEEK OF INTERNATIONAL FAIR OF EL SALVADOR IN NOVEMBER 1976.
  2. WHILE RECOGNIZING EXTRA WORK FACTOR OF HOLDING PROPOSED CONFERENCE COINCIDENT WITH OPENING OF U.S. PAVILION IN EL SALVADOR FAIR, WE ARE NONETHELESS CONFIDENT THAT ALONG WITH BENEFITS NORMALLY DERIVED FROM SUCH SEMIANNUAL CONFERENCES, INCREMENTAL EXPORT PROMPTION POTENTIAL OF HOLDING SUBJECT CONFERENCE DURING OPENING WEEK OF U.S. PAVILION WILL MORE THAN COMPENSATE EMBASSY'S EXTRA EFFORT.
  3. SPECIFICALLY, WE PROPOSED HOLDING SUBJECT CONFERENCE NOVEMBER 8-10 WITH FIRST TWO DAYS DEVOTED TO GENERAL AGENDA AND REMAINING DAY DEVOTED TO EXPORT PROMOTION VIA GROUP AND INDIVIDUAL CONSULTATIONS WITH EXHIBITORS IN U.S. PAVILION.
  4. EMBASSY WOULD ENCOURAGE E/C OFFICERS FROM EACH PARTICIPATING POST TO PROMOTE NATIONAL BUYERS GROUPS TO VISIT THE U.S. PAVILION AND TO ACCOMPANY SUCH GROUPS ENROUTE TO SAN SALVADOR
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FOR SUBJECT CONFERENCE. WE WOULD PROVIDE PROMOTIONAL MATERIAL,

HOTEL RESERVATIONS, AND MEET GROUPS ON ARRIVAL.

5. AS A SERVICE TO OUR EXHIBITORS, ESPECIALLY THOSE NEW TO MARKET, THE U.S. PAVILION AND THE EL SALVADOR AMCHAM WILL SPONSOR TWO HALF DAY SEMINARS ON NOVEMBER 8 AND 9 ON MARKETING IN EL SALVADOR. AS A FURTHER SERVICE, WE WOULD ASK E/C OFFICERS FROM EACH POST TO PARTICIPATE IN A SUBSEQUENT MORNING SEMINAR ON NOVEMBER 10 ON THE GENERAL ECONOMIC AND COMMERCIAL CLIMATE OF CENTRAL AMERICA AND PANAMA FROM THE PERSPECTIVE OF THEIR OWN NATIONAL MARKETS. INDIVIDUAL PRESENTATIONS WOULD BE LIMITED TO APPROXIMATELY 20 MINUTES WITH 10 MINUTES QUESTIONS AND ANSWERS. FINALLY, WE WOULD ALSO REQUEST CONFERENCE PARTICIPANTS TO MAKE THEMSELVES AVAILABLE DURING THE AFTERNOON OF NOVEMBER 10 FOR INDIVIDUAL CONSULTATIONS.

6 WHILE BOTH SEMINAR AND INDIVIDUAL CONSULTATIONS WERE CONVEIVED PRIMARILY FOR NTM EXHIBITORS, A NUMBER OF LOCAL AGENTS AND DISTRIBUTORS EXHIBITING U.S. PRODUCTS HAVE ALSO EXPRESSED ENTHUSIASM FOR CONCEPT.

7. FROM THE POINT OF VIEW OF VISITING E/C OFFICERS, SOME HAVE PROBABLY NEVER HAD THE OPPORTUNITY TO SEE FIRST HAND AN EMBASSY ORGANIZED COMMERCIAL PARTICIPATION IN AN INTERNATIONAL FAIR. MOREOVER, WHILE THE VII INTERNATIONAL FAIR OF DBBALVADOR MAY NOT BE THE PICTURE WINDOW TO CENTRAL AMERICA IT IS PORTRAYED TO BE, IT IS NONETHELESS THE CLOSEST THING TO IT.

8. EMBASSY WOULD APPRECIATE PRELIMINARY REACTIONS FROM THE DEPARTMENT, USDOC AND INFO POSTS ASAP.  
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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** SmithRJ  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 APR 2004 by ReddocGW>; APPROVED <07 JAN 2005 by SmithRJ>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CENTRAL AMERICAN E/C OFFICERS CONFERENCE  
**TAGS:** ECON, OCON, ES  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006